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Sharent's Sharenting: The Public Eye.

The Repercussions on the Relationships of Parents and Children

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Abstract

Sharenting, the act of parents disseminating their children's images and personal details on social media has emerged as a widespread phenomenon in the era of digital technology. This article examines the psychological effects of sharenting specially exploring the reasons for it, the different sorts of material shared and the resulting influence on children's privacy, self-esteem and the connection between parents and children. The text examines ethical concerns and provide suggestion for appropriate sharenting behaviours with a focus on safeguarding children's privacy. The study used a literature based review to emphasise the key components of sharenting and its influence on children. The motives include social affiliation, parental satisfaction, online exhibition and assistance from virtual groups. Sharenting may have adverse effects on children's emotional well-being and make them vulnerable to privacy hazards. The research findings indicate that parental awareness and appropriate internet sharing are of utmost importance. Furthermore, the study highlights the significance of digital literacy for parents and what can be the consequences of the relationship parents have with their children and how can it get affected.

Keywords: Sharenting, children, privacy, sharing, parenting

Introduction

Sharing is a prevalent occurrence that takes place amid the advancement of the digital era. Sharenting is a terminology that is formed by merging the terms "shareing" and "parenting". It means parents sharing how they raise their kids with other people on the various platforms of social media (Lazard & Capdevila et.al, 2019). Parents often post pictures and videos of their kids doing various activities when they share. The images are shared on different social media sites based on what the parents are using. The phrase "sharenting" is gender neutral meaning it may apply to both mothers and fathers. According to Duggan and Ellison et.al. (2015) mothers often have a proclivity for sharing photos and pictures on different platforms of social media, like pictures of their families and kids. Thus, this implies that although both parents participate in sharing, the mother assumes a pivotal position. Mothers are considered the primary agents in this context due to their role in representing their children's achievements (Athar & Reel, 2015). Consequently, it is customary for mothers to share their children's achievement on social media platforms.

Briazu and Floccia et.al. (2021) outline some advantages of parental sharing. However, although there are advantages to this activity, it may also lead to an increase in hazard, affecting not just parents but also children. Children, particularly those who are underage might be particularly susceptible in this phenomena because to their limited comprehension of privacy (Livingstone & Stoilova et.al, 2019). Hence, any data shared by parents on social media platforms including the children's location, birth date and photos is done so without the children's knowledge and might potentially expose them to digital crimes (Plunkett, 2020). "Sharenting" is a term that has lately become popular in recent years. Parental oversharing is the act of

parents disseminating information and photographs about their parenting and/or children on social media sites (Blum-Ross & Livingstone, 2017).

The phrase “sharenting” is a newly coined word that was introduced by Meakin (2013). While the term is now often used in both daily and academic contexts, the media activity it refers to originated with the development and popularity of family websites. These websites enabled parents to share their domestic lives online, a practice that would later be adopted by current social media platforms (Pauwels, 2008). Sharenting is motivated by several factors and some scholars contended that it serves as a means of self-presentation (Holiday & , 2020). The convergence of parenting with regular posting on social media famously, Facebook, Instagram, Twitter, Tiktok has emerged as a prominent and identifiable trend in modern society. As a result, the world sharenting has been commonly used to characterise some types of parenting activities involving sharing digital content. In 2016, the word sharenting was officially added to the Collins online dictionary. It is described as the regular use of social media to share news, photographs and other content related to one’s own children. Sharenting is a phenomenon that happens within some modern parenting cultures mainly those who practise “intensive parenting” (Faircloth, 2014). This includes the conflicts that arise from different parenting beliefs and practices. These discourses imply that mothers should prioritise the needs of their children and be willing to make personal sacrifices. Although social media has undeniably created a platform for parents to exchange experiences and seek assistance in parenting (Brosch, 2016) the act of sharenting is still a subject of debate. Therefore one interpretation of sharenting could be seen as a demonstration of effective parenting where mothers proudly showcase their children as a symbol of achievement. Despite various attempts to understand this phenomenon, there is currently a lack of literature reviews that provide a summary of the empirical investigations conducted on this issue.

Sharenting Methods

Motives of Sharenting

The reasons for sharenting are complex and have several facets. Parents are motivated by a want to establish connections with others, seek validation and create a digital achieve of their children’s experiences. In the era of digital technology, sharing content on social media platforms gives individuals a feeling of being part of a community and a sense of contentment. The gratification that parents have from sharing information about their children often known as “sharenting”. Although sharenting may facilitate social connections with friends and family, it can also function as a mechanism for parents to seek acceptance and admiration for their parenting endeavours. Gaining insights into these reasons is crucial for understanding the practice and its impact on both parents and children (Kumar & Ramachandran, 2023).

The majority of parents engage in sharenting on social media for various reasons which might be categorised into several characteristics. The primary motivation for their actions is the strong impulse to do so. The primary motivation is to establish social connections, particularly to maintain contact with family members and relatives who reside at a distance (Sukk & Soo, 2018). Parents, sharing their kids’ lives on social media can help parents who live far away stay in touch with loved ones about their family’s daily activities and big events. This method of exchanging digital content contributes to the development and preservation of connections, guaranteeing a feeling of social interconnectedness (Liao & Vitak et.al, 2019). In contemporary times, individuals not only exchange their contact information via platforms like WhatsApp, iMessage but they also switch their social media accounts to remain informed about one other’s activities. This phenomenon also occurs among parents who utilise social media to communicate with other family members. As a result, parents not only stay informed about their own lives but also receive updates about their children’s activities and regular updates on their growth process (Duggan & Ellison et.al, 2015). This practice also serves to strengthen the bond with other family members allowing for indirect exchange of messages about their children. Parents often use Facebook as a means of communication to share videos of their children’s birthday parties with family members who are unable to attend. Therefore, by this activity, people may maintain a sense of emotional proximity (Rahayu, 2023).

Parents may engage in sharenting to seek approval from others about their parenting practices (Kumar & Schoenebeck, 2015). This activity is undertaken to demonstrate their ability to confront and resolve the difficulty of caring their children. Parents get a sense of pride and satisfaction when one of their followers

acknowledges their parenting skills and offers praise. This also provides parents with the chance to cultivate a positive reputation as excellent parents for themselves (Davidson & Wall, 2018). The act of creating a picture not only fulfils their abilities to parent but also serves as a symbol of their competence on children's matters to their internet followers. Furthermore, they need feedback and assistance in making judgements about their parenting responsibilities (Larson, 2017). The positive feedback such as receiving likes, comments and support from friends may boost their self-esteem and reinforce their confidence in their parenting abilities.

Furthermore, parents also use different platforms of social media as a standard to assess and relate their parenting techniques with those of others (Katz & Crocker, 2015). Parents may acquire insights into various parenting style, trends and tactics by monitoring and seek validation from their online contacts. This behaviour of seeking validation acts as a method for individuals to compare their own parenting decisions and verify that they are reaching the expectations and standards set by the society. However, this drive may also create social pressure on individuals as they feel the need to demonstrate their competence in managing children to others. This kind of drive may also inspire others to have lofty expectations on their approach to raising their children. Similarly, it may also drive parents to get their self-esteem from other sources rather than from inside themselves. Therefore, it is crucial for parents to maintain a harmonious equilibrium between the need for validation and their comprehension of self-value. Additionally, they must acknowledge that their online parenting should not be seen as a comprehensive representation of their overall parenting for their children.

In addition parents particularly women want a community where they can connect with others who share the same responsibility of raising and caring for their children. Parents engage in sharenting to find and join a community that provides a secure environment for sharing (Duggan & Ellison et.al, 2015). Through the establishment of community, parents have the opportunity to exchange information and experiences about the care and upbringing of their children. The scarcity of parenting specialists in parents' lives also motivates them to seek out a group where they can provide mutual assistance. By posting information about their children on social media, parents may quickly connect with others who can empathise with their experiences. Consequently, they have the ability to exchange and provide feedback to one another. Many parents use social media platforms and activities of their babies and toddlers. This allows them to get criticisms and appreciation from others as well as develop a community of like-minded individuals. This tendency suggests that contemporary parents use social media to discuss common parenting topics with others. Typically, parents of children with disabilities often seek help from other parents who have similar experiences. This allows them to share and learn effective strategies together (Kopecky & Szotkowski et.al, 2020). This motive sometimes arises among new parents who post images of their children in the early stages of parenthood to seek support and guidance from more experienced parents (Kopecky & Szotkowski et.al, 2020).

Furthermore, parents engage in sharenting as a means to accumulate valuable memories alongside their children (Blum-Ross & Livingstone, 2017). Parents possess a natural tendency to preserve and record the significant events of their children's life. Though the act of sharing these memories on social media, parents have the ability to build a digital archive that may be revisited and enjoyed in the future. Marwick & Boyd (2014) argue that sharenting enables parents to carefully choose and retain a compilation of memories and significant moments offering them a handy medium to document and safeguard their children's progress and maturation. By gathering digital memories of their children, parents may actively participate in the digital narration of their family's historical and cultural background. Through the act of sharing narratives, customs and personal encounters, parents transmit their family's distinctive character to subsequent generations. Marwick and Boyd (2014) also said concluded that sharing helps kids feel like they belong and are connected to their families by giving parents a chance to shape and share a story about their family's values, beliefs and cultural history. Sharing is helpful for keeping memories alive online but it also brings up moral questions about kids' privacy and permission. Parents should be aware of the effects that their children's online behaviour could have in the long term. Livingstone and Stoilova et.al. (2018) stresses that parents need to take responsibility for keeping their kids safe and protecting their privacy online.

Based on these criteria, it is evident that the primary reasons for parents engaging in sharenting vary but the majority of motivations stem from the desire to find commonality with others and to affirm the correctness

of their own activities in raising their children. While the reasons behind sharenting may not be entirely misguided, it is crucial for parents to carefully consider the potential ramifications of their actions. Engaging in sharenting not only poses risks to the parents themselves but also to their own children.

Sharenting Downsides on Children

Sharenting involves sharing various types of materials such as images and videos that captures significant occasions as well as personal stories and updates about child's accomplishments. These entries provide insight into the child's life and also add to their online presence. This section explores the many kinds of materials that are posted on social media platforms emphasising their significant influence on the development of a child's online identity. Additionally, it examines the ramifications of establishing an online presence for youngsters which might potentially have enduring effects.

Privacy of Children

Sharenting has extensive consequences for a child's privacy. Children's internet presence is established often without their permission including personal data and visuals. This delves into the notion of a digital footprint examining its possible hazards and vulnerabilities as well as the legal and ethical concerns pertaining to safeguard children's digital privacy. Children who possess a comprehensive grasp of consent (Livingstone & Stoilova et.al, 2019) are particularly susceptible to the negative consequences of sharenting. This activity not only impacts their emotional well-being as they get older but also compromises their physical safety and may contribute to future challenges in social interactions. While it is true that the phenomena of children being raised in the digital era has resulted in some consequences, there is still a significant worry for their safety and well-being. The process of datafication begins even before children are born and start their lives. This phenomenon arises due to the fact that many parents disseminate information about their children during the prenatal stage, hence giving rise to the information of digital profiles for them (Leaver, 2015). Based on a study conducted by AVG in 2010 across several European nations, it was shown that over 81 per cent of children below the age of two had digital footprints in the form of images and videos uploaded by their parents on social networking platforms. The photographs of the children may include events such as birthday parties, family get-together and unplanned activities all of which might potentially affect the children's privacy (Brosch, 2016).

One significant repercussion of sharenting on kid's privacy is that their digital record lasts for a long time. Sharing personal information and pictures of children without their parent's permission could lead to them making a full online personality from a young age. Private details about children's life may be left behind in their digital record which can be hard to delete or control once they are shared online. The digital footprints that teens leave behind could affect their personal and career chances as they grow up, possibly affecting their privacy (Rahayu, 2023). Sharenting also makes kid's privacy more vulnerable and opens them up to risks. Sharing private pictures and information with the public makes it more likely that someone will get to them without permission, engage in cyberbullying or steal their identity (Valkenburg & Piotrowski, 2017). It is possible for kids to be harmed or targeted by internet predators if their personal information is easy for many people to find. These risks should be known to parents and they should protect their children's privacy by carefully considering what information their kids share and with whom.

Moreover, the possible long lasting nature of shared material might result in unforeseen repercussion for the privacy of children. Despite parents' subsequent decisions to delete specific postings or photographs, it is possible that these items have already been preserved, downloaded, shared or seen by others so making it difficult to achieve total eradication or authority over the material. The absence of authority over the digital trace might generate a feeling of susceptibility and undermine the privacy rights of youngsters. Sharenting which involves excessively sharing personal information and photographs heightens the likelihood of experiencing online abuse. Content that is shared may be altered, reused or accessed by unauthorised individuals which can result in incidences of cyberbullying. Children who experience online harassment may suffer from negative psychological outcomes such as emotional distress and anxiety (Patchin & Hinduja, 2018).

Identity and Self-esteem of Children

Sharenting has the potential to impact a child's self-esteem and self-identity. Publically discussing a child's life might result in their exposure to comparisons and judgements from others which can have an impact on their self-esteem. The psychological effects of sharenting on the child's self-perception and its may impact their interactions with peers. Children may be subjected to taunting or harassment due to the information they disclose online and their online presence may have a substantial influence on their social connections. Moreover, sharenting may have an influence on a child's independence and perception of their own identity. People have the right to control their online appearance and build their own personality but sharing personal information without permission can make that impossible (Pangrazio & Selwyn, 2021). Kids may not feel as in charge of how they look online and find it hard to set limits between their public and private lives. Some people's self-esteem and sense of privacy can be affected by this lack of limits on an emotional and psychological level.

Another notable drawback is that sharenting might foster the development of a tendency in youngsters to seek external approval. When parents continuously communicate their children's accomplishments and actively seek validation from others, it may lead to youngsters depending on external approval to determine their own self-worth. Dependence on external factors may impede the formation of a robust internal identity and lead to problems like anxiety, diminished self-worth and comparing oneself to others (Kircaburun & Griffiths, 2018). Parents should place a high importance on cultivating innate drive and self-worth in their children.

Negative impact on children's psychological health

One additional drawback of engaging in sharenting for youngsters is that it might have a detrimental impact on their mental well-being. Although sharenting provides parents with a means to interact and share their parenting experiences, it also raises worries over the possible influence on children's mental well-being. Sharenting exposes youngsters to a continuous barrage of social comparisons and demands. When parents communicate the notable accomplishments and successes of their children, it may foster a competitive atmosphere and generate unrealistic expectations. Children may experience a sense of pressure to conform to these depictions which may result in feelings of insufficiency, diminished self-worth and adverse effects on their psychological well-being (Barry & Sidoti et.al, 2017). Furthermore, the act of excessively sharing personal information and photographs via sharenting amplifies the likelihood of youngsters being subjected to online bullying and stigmatisation. Shared material may be used by others to deride, critique or ostracise youngsters from social groups. Research conducted by Hinduja and Patchin (2015) has shown a correlation between online bullying and heightened levels of anxiety, sadness and social isolation in youngsters. Parents must take necessary steps to safeguard their children from online hazards.

Another repercussion of sharenting is that the stuff shared via it creates an enduring digital record that might potentially have enduring effects on the mental well-being of youngsters. As children mature, they may feel embarrassed, remorseful or upset because of previously communicated material that no longer aligns with their present identity or goals. Children may experience increased anxiety and tension due to the worry of being judged, scrutinised or facing social consequences (Livingstone & Helsper, 2007). Parents should carefully evaluate the possible enduring consequences before sharing anything that might potentially influence their child's future well-being.

Impact on Parent-Child Relationships

The interplay between parents and children is a crucial element of sharenting. Trust, consent and autonomy are crucial components for sustaining a strong and healthy relationship between parents and children. This section examines the significance of obtaining parental permission and respecting the autonomy of children when deciding what information is disclosed. Efficient communication and transparent conversation between parents and children on sharenting are essential for fostering mutual comprehension, establishing limits and addressing any apprehensions the children may possess. Establishing parent child connections requires trust, respect and open communication. It is crucial to ensure that sharenting methods do not undermine these essential elements (Kumar & Ramachandran et.al, 2023). Sharenting may also impact the dynamics of trust and relationships between parents and children. Sharenting can be seen as a violation of child's trust and

privacy. Adolescents may have apprehensions over their parents' intentions and may doubt the level of respect their parents have for their privacy. Sharenting may also impact the dynamics of trust and relationships between parents and children. Children may perceive sharenting as a violation of their trust and an infringement on their privacy. Adolescents may have doubts about their parents' intentions and scrutinize how much their parents respect their need for personal space. The fragile relationships between the parents and children could have a significant impact on the child's emotional well-being and overall mental health. It is crucial to establish open and honest communication and foster mutual respect between parents and children to build trust and cultivate healthy relationships (Rahayu, 2023).

Ethical Practices for Sharenting

Responsible sharenting entails striking a harmonious equilibrium between divulging treasured memories and safe guarding a child's privacy. Ethical quandaries emerge when parents decide what information to disclose and what to maintain as confidential. This section explores the moral implications of sharenting, highlighting the need to balance parental sharing with protecting children's online privacy. Children's entitlement to digital privacy should be upheld with parents assuming a crucial responsibility in safeguarding it (Rahayu, 2023). To minimise the possible adverse impacts of sharenting on children's privacy, parents must embrace appropriate sharing behaviours. This entails taking into account the extensive repercussions of online content, respecting child's consent as they age and considering possible risks to their privacy related to when personal information is shared (Pangrazio & Selwyn, 2021). Providing parents with information on internet privacy and offering guidelines for appropriate sharing of personal information about their children may assist in finding a middle ground between sharing family memories and safeguarding the privacy of children (Kumar & Ramachandran et.al, 2023).

However, to minimize negative consequence of sharenting, parents need to improve their skills in digital literacy. By becoming digitally literate, parents can better understand the notion of "digital footprints". People can find out what will happen to them in the future if they share private information and pictures of their kids on the internet. Parents can make better choices about what and how much to share online if they know these things. Though digital literacy, parents comprehend that the information they provide may be easily accessed by a broad audience and may have consequences for the privacy and security of their children (Livingstone & Blum Ross, 2020). This understanding motivates parents to be more careful about their social media activities. Parents who have digital literacy can evaluate the information they provide about the children in a discerning way. They acquire the ability to evaluate the possible consequences of their postings on their children wellbeing and privacy. Parents acquire the ability to distinguish between suitable and unsuitable information, taking into account issues such as the suitability for a certain age group, permission and the potential long term effects of their online postings (Marwick & Boyd, 2014). By developing good reading skills, parents can learn about the importance of consent and independence in sharenting-the practice of sharing information about one's children online. Parents who want to keep their kid's independence in their sharing activities need to learn how to use technology. Parents who know how to use technology know that they need to get their kids' permission before they share personal information online. They know that adolescents and young adults should be able to control their internet lives and respect their freedom. Better digital knowledge makes it easier for family members to talk to each other openly and respect each other. Parents should adopt proactive measures to safeguard their children from possible dangers including imparting knowledge about internet safety establishing robust passwords and instructing them on proper online conduct (Patchin & Hinduja, 2018).

Discussion and Conclusion

The act of sharenting has grown more widespread in the current digital age. Parents are driven by a range of motives including the want for social interaction, affirmation, the sense of accomplishment from becoming a parent and the necessity for assistance from online groups. However, it is important to acknowledge the significant influence that sharenting has on the emotional well-being and personal privacy of children. Sharenting might potentially subject youngsters' to privacy vulnerabilities and undermine their independence since their personal data is disclosed without their explicit agreement.

In order to minimise the possible adverse consequences of sharenting, parents must practice awareness and accountability while sharing information online. Parents should think about what will happen in the long run if they share personal information about their kids and they should put the child's safety and independence first. It's important to think about how this might affect the child's mental health, since too much time spent on social media can make them feel uncomfortable, lower their self-esteem and blur the lines between their public and private lives. Proficiency in digital skills is essential for parents may acquire a more profound understanding of the potential dangers and difficulties linked to sharing information online. Individuals need to develop critical evaluation skills, make informed privacy decisions and have open conversations with their children about online activities.

Promoting digital literacy among parents is crucial to enhance the understanding of the potential risk of sharenting and empower them with the knowledge and skills to safeguard the child's privacy and well-being. Parents may cultivate a deliberate and conscientious attitude to sharenting by engaging in educational programmes, seminars and using resources that specifically target digital literacy. The answer is in finding a harmonious equilibrium between sharing moments of parental delight and pride while yet upholding the privacy and well-being of children. Parents may provide a pleasant digital environment for their children by being conscious and responsible in their online presence. This measure will aid in safeguarding their child's emotional well being and personal information amidst the prevalence of sharenting

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